

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method for providing a network-based supply chain interface capable of maintaining the anonymity of supply chain participants in the supply chain, comprising:
 - a) a supply chain management computer receiving data from a plurality of independent supply chain participants of a franchise supply chain utilizing a network, wherein some of the plurality of supply chain participants are independent peers;
 - b) the supply chain management computer assigning each of the supply chain participants with an identifier; and
 - c) the supply chain system associating listing the data for each of the supply chain participants with its respective utilizing the identifier to preserve the anonymity of the supply chain participants;
 - d) the supply chain management computer dividing supply chain participants into groups, wherein at least one of the groups contains a plurality of independent peers;
 - e) linking each of a plurality of the supply chain participants to one of a plurality of groups based on the identifier of the participant; and
 - f) the supply chain management computer providing different groups with access to different data, wherein at least one group containing independent peers is provided access to data from the independent peers within the one group, which data is organized by identifiers.
2. (Original) The method of claim 1, wherein the network includes the Internet.
3. (Original) The method of claim 1, wherein the identifier includes a numeric string.

4. (Currently Amended) The method of claim 1, wherein the identifier for each of a plurality of the supply chain participants that comprise stores indicates a region where the ~~associated~~ store is located.

5. (Original) The method of claim 1, wherein the data is listed utilizing a network-based interface.

6. (Original) The method of claim 1, wherein the supply chain participants include restaurants.

7. (Currently Amended) A system for providing a network-based supply chain interface capable of maintaining the anonymity of supply chain participants in the supply chain, comprising:

electronic storage; and

at least one processors, that include among them the following logic:

a) logic for a supply chain management computer receiving data from a plurality of independent supply chain participants of a franchise supply chain utilizing a network, wherein some of the plurality of supply chain participants are independent peers;

b) logic for the supply chain management computer assigning each of the supply chain participants with an identifier; ~~and~~

c) logic for the supply chain system associating ~~listing~~ the data for each of the supply chain participants with its respective ~~utilizing the identifier to preserve the anonymity of the supply chain participants;~~

d) logic for the supply chain management computer dividing supply chain participants into groups, wherein at least one of the groups contains a plurality of independent peers;

e) logic for linking each of a plurality of the supply chain participants to one of a plurality of groups based on the identifier of the participant; and

f) logic for the supply chain management computer providing different groups with access to different data, wherein at least one group containing independent peers is provided access to data from the independent peers within the one group, which data is organized by identifiers.

8. (Original) The system of claim 7, wherein the network includes the Internet.

9. (Original) The system of claim 7, wherein the identifier includes a numeric string.

10. (Currently Amended) The system of claim 7, wherein the identifier for each of a plurality of the supply chain participants that comprise stores indicates a region where the associated store is located.

11. (Original) The system of claim 7, wherein the data is listed utilizing a network-based interface.

12. (Original) The system of claim 7, wherein the supply chain participants include restaurants.

13. (Currently Amended) A computer program product for providing a network-based supply chain interface capable of maintaining the anonymity of supply chain participants in the supply chain, comprising:

a computer usable medium having computer readable program code embodied therein to be executed by a computer, the computer readable program code comprising:

a) computer code for a supply chain management computer receiving data from a plurality of independent supply chain participants of a franchise supply chain utilizing a network, wherein some of the plurality of supply chain participants are independent peers;

b) computer code for the supply chain management computer assigning each of the supply chain participants with an identifier; ~~and~~

c) computer code for the supply chain system associating listing the data for each of the supply chain participants with its respective identifier to preserve the anonymity of the supply chain participants;

d) computer code for the supply chain management computer dividing supply chain participants into groups, wherein at least one of the groups contains a plurality of independent peers;

e) computer code for linking each of a plurality of the supply chain participants to one of a plurality of groups based on the identifier of the participant; and

f) computer code for the supply chain management computer providing different groups with access to different data, wherein at least one group containing independent peers is provided access to data from the independent peers within the one group, which data is organized by identifiers.

14. (Original) The computer program product of claim 13, wherein the network includes the Internet.

15. (Original) The computer program product of claim 13, wherein the identifier includes a numeric string.

16. (Currently Amended) The computer program product of claim 13, wherein the identifier for each of a plurality of the supply chain participants that comprise stores indicates a region where the associated store is located.

17. (Original) The computer program product of claim 13, wherein the data is listed utilizing a network-based interface.

18. (Original) The computer program product of claim 13, wherein the supply chain participants include restaurants.

19. (New) The method of claim 1, further comprising aggregating selected items of data and providing access to the aggregated data to a selected group.

20. (New) The method of claim 19, wherein the aggregated data is retail outlet sales information for a product; and further comprising determining from a component parts list for the product usage for inventory items on the component parts list.

21. (New) The method of claim 1, further comprising averaging selected items of the data and multiplying a resulting average by a total number of retail outlets associated with a given supply chain participant.

22. (New) The system of claim 7, further comprising logic for aggregating selected items of data and providing access to the aggregated data to a selected group.

23. (New) The system of claim 22, wherein the aggregated data is retail outlet sales information for a product; and further comprising logic for determining from a component parts list for the product usage for inventory items on the component parts list.

24. (New) The system of claim 7, further comprising logic for averaging selected items of the data and multiplying a resulting average by a total number of retail outlets associated with a given supply chain participant.

25. (New) The computer program product of claim 13, further comprising computer code for aggregating selected items of data and providing access to the aggregated data to a selected group.

26. (New) The computer program product of claim 25, wherein the aggregated data is retail outlet sales information for a product; and further comprising computer code for determining from a component parts list for the product usage for inventory items on the component parts list.

27. (New) The computer program product of claim 1, further comprising computer code for averaging selected items of the data and multiplying a resulting average by a total number of retail outlets associated with a given supply chain participant.